

“Builton Honor”

Square Deal  
Fence

THE  
SQUARE DEAL LOCK



“THE TIE  
TO  
TIE TO”

MANUFACTURED BY  
KEYSTONE STEEL & WIRE CO.  
PEORIA, ILL., U.S.A.

For Sale By

# This is Where "Square Deal" Fence is Made



KEYSTONE STEEL & WIRE PLANT, PEORIA, ILL.



FRONT VIEW

**"Square Deal"  
Fence**

**Is Known By  
This Lock**



SIDE VIEW

**Remember This  
Knot—**

**"The Lock That  
Never Slips"**

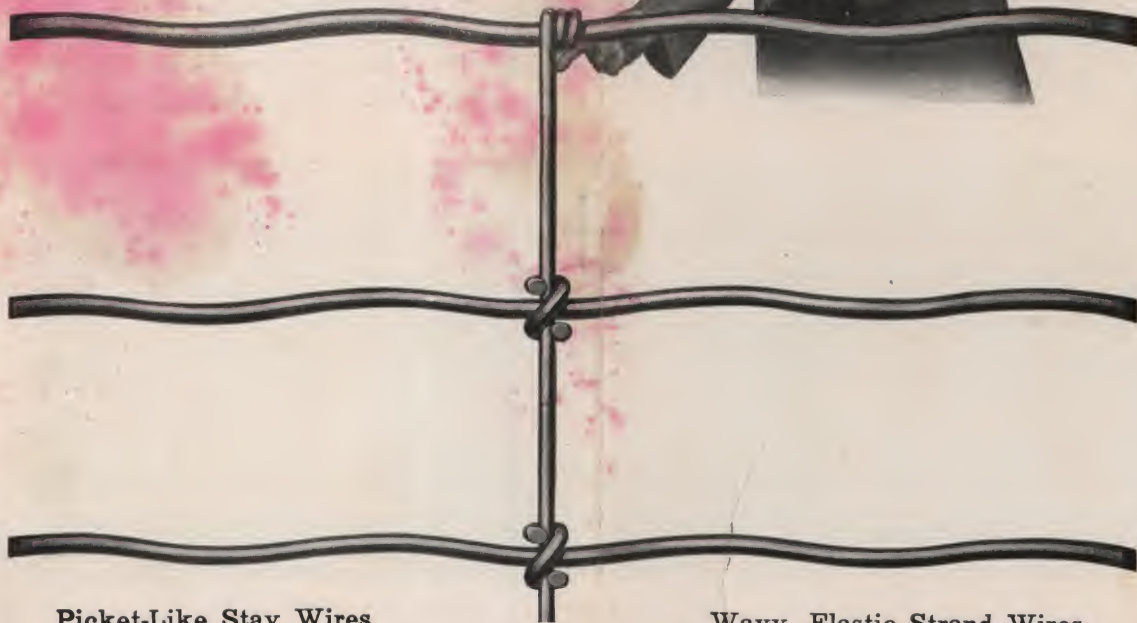


BACK VIEW

**T**HE whole story about the way "Square Deal" Fence is made is told on this and the next page. The pictures talk louder than words. For further descriptions see the following pages.

# No Waste Wire About This Fence, Mr. Farmer

Square Deal Fence Is  
Best because simplest  
Strong as the strongest  
Elastic in construction  
Knot never slips  
99 $\frac{3}{4}$ % pure galvanizing



Picket-Like Stay Wires

Wavy, Elastic Strand Wires



# How to Get a "Square Deal"

"I truly believe that if every man who needs fence could come with me through our immense steel and wire plants and see how Square Deal Fence is 'made on honor' he would not look any further for a satisfactory woven wire fence."

P. W. SOMMER, President,  
Keystone Steel & Wire Company.

**The Main Purpose** of this little booklet is to show you, Mr. Fence User, who cannot visit our plant in person, how Square Deal Fence is made. We want you to know, with us, that it is truly a fence "made on honor" and built to make good.

We claim for Square Deal Fence that it is the most serviceable fence on the market. It is firmly built, yet elastic, and of the very neatest appearance.

We do not believe you will be getting a "Square Deal," nor be fully satisfied, if you supply your fence needs before you know what we want to tell you now about "Square Deal" Fence.

You know, and we know, that there can be only one "really best" style of fence. We are not going to ask you to take our word for it that "Square Deal" is the best fence for every purpose. We ask you to investigate carefully and judge for yourself, as thousands of farmers and dealers everywhere have already done. We have printed their experience in a neat little booklet named "Testimonials" which we will gladly send you on request.

We solicit your careful consideration of every feature of Square Deal Fence because we realize that the more particular class of fence users demand a fence that is

Strong—Durable—Easy to Handle—Economical

## PREPARING THE RAW STEEL.

The really interesting and critical stage in the manufacture of woven wire fence commences with the crude, raw steel rods as they leave the rolling mills.

These rods are larger than an ordinary lead pencil and are assembled in immense coils or rolls weighing several hundred pounds each.

The illustration shows several hundred tons of these rods, just from the rolling mill. They are now ready for the cleaning room, the first step in the process of turning them into compact rolls of Square Deal Fence.



Coils Of Raw Steel Rods In Storage Yards  
Just From The Rolling Mill.

## Those Four Reasons, Just Named

explain why the name "Square Deal" was chosen for this fence, expressive of the highest type of fence construction.

We want to tell you just *why* and *how* this fence meets your every need—is Strong, Durable, Easy to Handle, Economical—and then we must leave it to you, Mr. F— User, to say if "Square Deal" Fence is rightly named.

## First—Examine its Strength

When you study the construction of Square Deal Fence carefully, you will note that it does not depend for its strength entirely upon the tensile strength of its individual wires.

Square Deal Fence is so constructed that the heavy strain to which all fences are occasionally subjected seldom falls upon one wire alone, but is taken up by several strand wires nearest the point of contact. Thus, the strain resisting qualities of Square Deal Fence at any point is many times the tensile strength of any one of its stay wires.

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### CLEANING THE RAW STEEL RODS.

The illustration herewith shows the immense vats of sulphuric acid combined with boiling water, into which the heavy coils of rods are lowered with a crane as they come from the storage yards.

This process removes the scale formed on the rods while being rolled — also other accumulated surface impurities. Following a short oxidizing process the rods are next dipped into a big vat of liquid lime and then trucked into the hot, evenly tempered baking ovens. After being properly "baked," the coils of heavy rods are ready to be drawn into wire.

These *tenso*, used always in Square Deal Fence, are **springy wires** made in our own mills by competent men trained by years of experience.

They are made from strictly high grade, elastic steel and heavily galvanized by our own special process. Galvanizing must be properly applied by experienced men so that it will not crack or peel off.

**The Square Deal Lock** which securely holds the wires together; the Wavy Strand Wires which keep the fence so tight and trim the year 'round; the one-piece Stay Wires, which help support the fence and prevent the "sagging" and "bagging" so common to cut stay fences—these three special features of "Square Deal" all tend to increase and preserve the natural strength of the wires, also the life of the fence.

They are carefully described and illustrated on the pages following. Read all about them—they're the secret of an economical, long lived fence.



Cleaning Room for Raw Steel Rods  
"Baking" Ovens In Rear



## The Durability of Square Deal Fence



FRONT VIEW  
SQUARE DEAL LOCK

### The Square Deal Lock

is one of the most important features of Square Deal Fence. See how the strand wire and the up-right, or stay wire, bend partly around each other in the lock. Note how the small, compact lock firmly grips the two wires together until they cannot possibly slip.

First of all, a fence to be long lived must be properly woven. The wires must be fastened together so they cannot possibly slip. Yet, when so fastened, the tie or lock that binds them must allow a certain amount of swinging motion in order that the fence may properly adjust itself to rough and uneven ground.



SIDE VIEW  
SQUARE DEAL LOCK

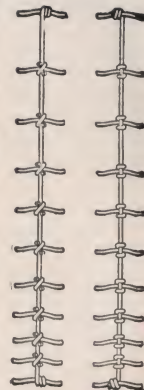
## The One-Piece Stay Wire

used always in Square Deal Fence is another important feature that makes for strength and a long lived fence.

This stay wire is in one piece from top to bottom of fence. It gives Square Deal a back bone of its own, impossible in a cut-stay fence.

Being one solid wire, and the same size as the strand wires, a greater resistance to buckling between posts is secured, making it almost impossible to raise the fence in the least from the bottom.

The one-piece stay wires perform the same duties as posts, only on a smaller scale. Consequently "Square Deal" Fence gives better service with the same number of posts, than will a "cut stay" or "hinge joint" fence.



FRONT AND BACK  
VIEW OF THE  
ONE-PIECE  
STAY WIRE



Drawing Raw Steel Rods Into Wire

### DRAWING RODS INTO STEEL WIRE.

This picture shows only a small section of the Square Deal "Drawing Rooms," 60 feet x 300 feet in size, where the steel rods are converted into wire.

The first process reduces the rod coil to a coil of No. 7 wire, by drawing it through a hard lubricated steel die. Each following operation draws the wire down smaller until it is the desired size.

As the wire is reduced in size it is also drawn out longer, becomes stiffer and more compact. From the drawing rooms the coils of now hard, stiff wire are transferred to the annealing and galvanizing departments.

## The Wavy Strand Wire

The wavy strand wire is a third item that enters largely into the long life properties of Square Deal Fence. A perfectly straight wire, having no elasticity, cannot take up and distribute sudden shocks, such as the impact from some heavy animal running into the fence.



The illustration shows how the strand wires are formed into waves during the weaving process, which the most powerful stretcher cannot entirely remove. This gives Square Deal Fence an elastic tension that keeps it tight and trim throughout every season of the year, fully absorbing the expansion and contraction due to extreme changes in the temperature.

**Proper Galvanizing** is absolutely necessary to insure long life in any style of woven wire fence. Our own secret process produces a heavy, uniform coating of galvanizing that will not strip or peel off and thus shorten the life of the wires and the fence.

### ANNEALING FRESHLY DRAWN WIRE.

After the steel rods have been drawn down to proper sized wires, the latter must be carefully tempered before the galvanizing is applied. The big furnaces of molten lead—one of which is pictured herewith—take the brittleness out of the wire, making it tough and springy.

As the wires are drawn by special machinery through this red hot furnace and properly annealed, they pass on through the acid cleansing baths, into the galvanizing furnace in the distance. They are kept steadily moving during all of these processes till assembled into neat, compact coils, ready for the weaving machine.

## "How Easy It Is To Handle"

is a remark we often hear about Square Deal Fence. It unrolls easily and goes up easily—without lopping over, bagging or sagging—because the heavy one-piece stay wires help support the fence while it is being fastened to the posts.

The perfect flexibility of Square Deal Fence, makes it fit the hills and hollows easily. It will not bag in the center when being stretched over uneven ground, because of the stiff, upright, one-piece stay wires.

## The Economy in Buying "Square Deal"

You do not pay your dealer any more money for Square Deal Fence than you would for any other make, size and weight considered. But the time your fence is to last is the very important part to not overlook. The fence that lasts longest is always the most economical kind in the long run.



Wires Passing Through  
Annealing Furnace To Galvanizing  
Furnace In Background



## The Economy In Buying "Square Deal" (Continued)

The modern farmer is content with only the best of tools, equipment, and stock, cost considered. The best is none too good for him in any sense of the word.

Square Deal Fence is made by men who are practical farmers and made to meet a farmer's needs. Only the best of material is used and by men who are thoroughly experienced and trained in making the fence the "Square Deal Way."

There is no theory about Square Deal Fence. It has been in use for years and has stood the test. Back of its construction, and backing the fence itself, are men that left the farm years ago to do nothing but supply the needs of the farmer for woven wire fence.

Every yard of Square Deal Fence must be right and is right before it leaves our factory. It is truly a fence "made on honor" as thousands of customers everywhere *can* and *do* testify.

**Booklet of Testimonials** We have only to refer to our little book of "Testimonials," which we will gladly send you on request, to prove that Square Deal Fence is everything we claim for it from a lasting, consequently an economical stand point.

"Buy Square Deal Fence and get a square deal."



## How High Should My Woven Wire Fence Be?

This is a question almost every farmer who has a string of woven wire fence has asked himself at one time or another. The purpose of the fence alone determines the answer.

The 56 inch height of woven wire fence is usually considered sufficient, although by using one strand of barbed wire above it, stock will not be inclined to push or rub against the fence.

With your woven wire fence less than 56 inches high, the number of strands of barbed wire necessary, depends upon the kind and docility of stock to be enclosed.

Either a 20 or 26 inch height of woven wire fence is ordinarily sufficient for enclosing hogs and pigs. By adding three or four strands of barbed wire above it, the result is a combination hog and stock fence at a very reasonable cost. However, most farmers prefer the higher styles of woven wire fence, thus eliminating as far as possible the more dangerous barbed wire.

It is not advisable, when using barbed wire, to put the lower strand more than 4 to 5 inches above the top wire of your woven fence. Stock will not then have room to try to crowd down the top wire of your woven fence in trying to avoid the barbs just above.

### APPLYING THE GALVANIZING

Proper galvanizing preserves the life of wire by preventing rust. This picture shows how the wire is made into coils as it comes from the galvanizing furnaces in the rear.

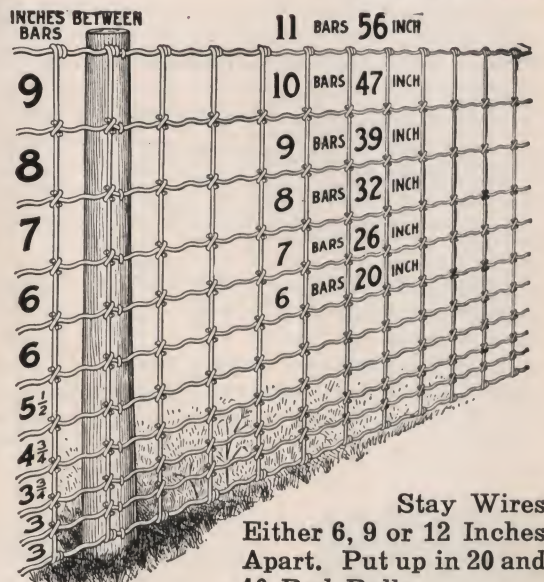
These furnaces are full of molten "spelter," or galvanizing metal and as the wires pass slowly through one of these red hot baths, the galvanizing permeates the surface of the wires and becomes actually a part of the wire itself.

After the galvanizing has been applied, the wire is carefully inspected and is now ready for the weaving rooms, where it is woven into Square Deal Fence.



# No. Nine Square Deal Hog and Field Fence

(Strands and Stays Made of No. 9 Wire)



**Stay Wires**  
Either 6, 9 or 12 Inches  
Apart. Put up in 20 and  
40 Rod Rolls

STYLE NUMBERS—No. NINE FENCE

620-12-9	832-12-9	1047-12-9
620- 9-9	832- 9-9	1047- 9-9
620- 6-9	832- 6-9	1047- 6-9
726-12-9	939-12-9	1156-12-9
726- 9-9	939- 9-9	1156- 9-9
726- 6-9	939- 6-9	1156- 6-9

Note—"620-12-9" above, means: 6 strand wires, 20 inches high, 12 inches between stays, No. 9 wires.

If your dealer does not have Square Deal Fence in stock, write us and we will tell you where you can get it, and what it will cost, delivered.

This is our heaviest fence. All wires are No. 9, heavily galvanized, making it the strongest, longest lived fence, required for any practical purpose.

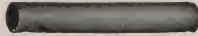
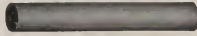
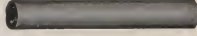
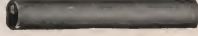
We recommend it particularly for use around horse, hog and bull lots, where the fence is put to most unusual and excessive strains.

Note that each heavy stay wire is uncut from top to bottom of fence, distributing all strains equally upon the strand wires. They also help support Square Deal Fence without so many posts, or enable it to give better service with the same number of posts than will "cut stay" fences.

No stock, however breachy, can go through No. Nine Square Deal Fence. Made of tough, springy, all No. 9 wires, it is good for many years of hard, substantial service.

The farmer who desires to make one fence building do, once and for all, should erect all No. 9 wire. Place one or more strands of barbed wire on top—depending on the height of the woven wire part of the fence—and your fence is there to stay.

Our lighter weights of "Square Deal" fence give excellent service, in proportion to cost and fully meet the requirements of the buyer who does not care to pay the extra cost of the heavy No. 9 Fence.

ACTUAL SIZE OF WIRE USED IN No. 9 SQUARE DEAL FENCE		Top wire, No. 9
		Bottom wire, No. 9
		Strand wire, No. 9
		Stay wire, No. 9

# A Trip Through the Square Deal Mills

How a wire fence is made, undoubtedly has much to do with the satisfaction it gives. Only years of experience and experimenting have enabled us to perfect a farm fence that will give the utmost service at the lowest possible cost, consistent with superior quality.

As our President has said on page 4 of this booklet, we are confident that the most convincing evidence of the merits of Square Deal Fence are to be obtained by going through our 18 acre steel and wire plant and see for yourself just how the fence is made.

Commencing on page 4 are illustrations of a few of the processes through which the raw steel undergoes as it is being converted into Square Deal Fence, and if you will glance over them as you read, you will see the different processes herein described.

The really interesting part of the process of fence making commences with the raw steel rods just as they come from

the rolling mill. These rods are in immense, heavy coils and are somewhat larger than an ordinary lead pencil. They are neither tempered nor finished in any way. See page 4.

These rods must first be thoroughly cleansed; accordingly we follow them into a large washing room, where they are lowered into big vats of sulphuric acid combined with boiling water. In these vats the scale formed during the rolling process, and other surface impurities, are removed. See page 5.

Following this cleansing bath, the rolls are thoroughly drenched by streams of water from a big hose operated under extremely high pressure.

After allowing the now thoroughly cleansed rolls to oxidize for a short time, a thick lime bath is applied and the rods are trucked into the "baking rooms." These baking rooms, or ovens, have hot fires underneath which keep the

## WEAVING SQUARE DEAL FENCE

The illustration herewith shows only two of the many fence machines, devoted exclusively to weaving the finished wire into Square Deal Fence. This Fence Department occupies a building covering a ground space of over 33,000 square feet, almost completely filled with machines that do nothing, day in and day out, but weave Square Deal Fence. Each fence machine is made and erected in our own shops.

Enough wire is consumed in this department alone, in the course of a year, to reach more than five times around the globe, a total distance of about 125,000 miles. More than 450 men are kept almost constantly employed the year round in our Wire and Fence Mills.





lime coated steel heated at just the right temperature to properly remove any remaining impurities, after which the rods are transferred into what we call our "drawing room."

This drawing room is an immense building devoted almost exclusively to reducing the large steel rods into proper size wires. This drawing out process is done with powerful machinery whereby the rods are pulled through a series of hard, lubricated steel dies, explained and illustrated on page 6.

As the wires are now the proper size, we will follow the hard, stiff coils into the annealing and galvanizing department, pictured on pages 7 and 8.

This is another of the very important processes of making wire that will prove strong and lasting. The first bath is in a furnace of molten lead kept at just the right temperature to properly temper the wire and make it more pliable and springy.

It is interesting to watch these bright, cherry colored wires emerge from this red hot bath and pass on over the rollers into the cleansing and tempering acid bath which follow.

Through the acid baths the wires are drawn into a big

furnace of molten "spelter" carefully kept at just the right temperature. As they run through this bath the hot galvanizing actually penetrates the surface of the now pliable steel wires and becomes a part of the wire itself.

At every point this galvanizing process is carefully watched by experienced men and no pains spared to make the wire used in Square Deal Fence perfect in every respect.

After leaving the galvanizing furnace through the cooling vats, the bright, new, thoroughly galvanized wire runs along a series of pulleys, or rollers, and is wound in coils ready for the weaving room.

The heavy coils of perfectly galvanized wire are now wheeled to the big Square Deal Fence Machines, which we see busily turning out roll after roll of finished fence in the endeavor to supply the steady demand for Square Deal Fence.

These pictures show only a few of the many processes necessary to produce Square Deal Fence, yet indicate that we make every rod of wire that goes into Square Deal Fence, as well as the fence itself, and can consequently oversee its absolute quality at every stage in its manufacture.

#### STORING SQUARE DEAL FENCE.

It is impossible to make Square Deal Fence rapidly enough during the fencing season, to keep up with our orders. Accordingly it requires immense storage facilities to keep properly stocked in advance of the demand.

The picture herewith is just one little corner in our Square Deal Fence warehouses. Over 40,000 square feet of floor space is covered by these two buildings, or almost an acre of ground. Here we store Square Deal Fence in advance, ready for each busy shipping season as it comes.



## Your Time, Mr. Farmer,

can be made to yield you the most returns in dollars and cents at the end of the year, only when your stock and fields are properly enclosed.

More time has been wasted, more growing crops damaged, more gray hairs encouraged, more profits lost, by poor fencing than through any other cause.

The modern wire fence has done much toward making the farmer satisfied and independent.

The makers of Square Deal Fence are practical farmers—grew up on a farm and own their own farms—consequently make the above statement advisedly.

The old "stake-and-rider" fence, for reasons unnecessary to mention, is rapidly becoming a thing of the past.

Barb wire fences, owing to the danger to stock, are proving unsatisfactory. The high cost of the present day lumber is making the formerly favorite board and wire fences unprofitable.

Proper crop rotation, the stalk fields, the fallen grain—the hope of the land owner of today—can be made to yield a handsome profit yearly only through proper fencing.

A new book—"The story of the Square Deal"—full of information about how to save dollars on the farm that are now being wasted, is yours for the asking.

Write us a postal or ask your hardware, lumber or implement dealer for a copy.

## For the Modern Housewife

Nowhere on the whole farm is wire for fencing of more real convenience than when erected around the house.

Chickens confined to their proper part of the farm show a larger profit quicker, than when allowed to roam at will destroying gardens, littering the yards, roosting in fruit trees and straying away.

Rabbits may thus be kept away from the fruit trees—small animals from the chicken pens—little pigs from the hen nests; conveniences almost impossible with the average picket or board fence.

Supports for running vines, grape arbors, porch foundations, trellises, protection for tender growing plants, chicken coops, wind-brakes—many economical uses for Square Deal Poultry or Crib Fence quickly suggest themselves when there is a roll at hand, ready.

Square Deal Poultry Fence made in several heights and sizes, may be used *anywhere* to improve the looks of your yard, garden, orchard and chicken lots. See pages 16 and 17 for full description.

Special Lawn Fence information promptly mailed to any address, on request.

## SHIPPING SQUARE DEAL FENCE

Prompt shipping facilities are absolutely necessary to the successful conduct of any business of national volume. Here we show just a section of our series of shipping platforms, which accommodate more than 20 cars at a time.

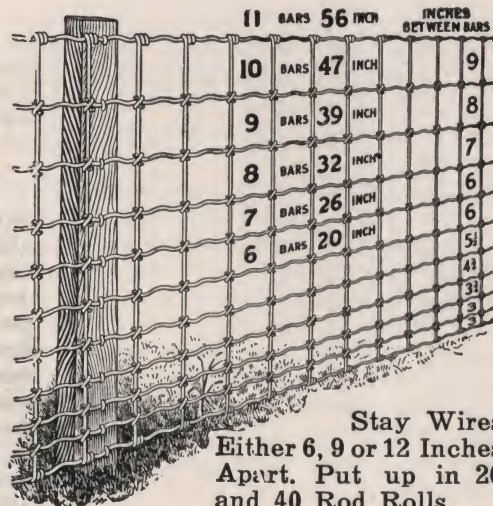
In addition to Square Deal Fence, we manufacture a complete line of nails, staples, barbed wire, stretchers, steel gates, lawn fencing—everything, in fact, that is used in building fence. These products all require special shipping facilities in addition to that necessary for Square Deal Fence.





# No. Eleven Square Deal Hog and Field Fence

(Intermediate Strands and Stays Made of No. 11 Wire)



## STYLE NUMBERS—No. ELEVEN FENCE

620-12-11	832-12-11	1047-12-11
620- 9-11	832- 9-11	1047- 9-11
620- 6-11	832- 6-11	1047- 6-11
726-12-11	939-12-11	1156-12-11
726- 9-11	939- 9-11	1156- 9-11
726- 6-11	939- 6-11	1156- 6-11

Note—"620-12-11" above, means: 6 strand wires, 20 inches high, 12 inches between stays, No. 11 stay and strand wires.

If your dealer does not have Square Deal Fence in stock, write us and we will tell you where you can get it and what it will cost, delivered.

No. 11 Fence will turn any stock, however strong, and is a lasting, as well as an economical fence. The top and bottom wires are size No. 9, the intermediate strands No. 11, and the stay wires No. 11.

The farmer who is not interested in an extra heavy wire fence will find that No. Eleven Square Deal Fence makes a good substitute. Its lighter weight naturally makes it somewhat easier to handle than the No. Nine, and unless subjected to continual heavy strains, will give the same lasting service, price considered.

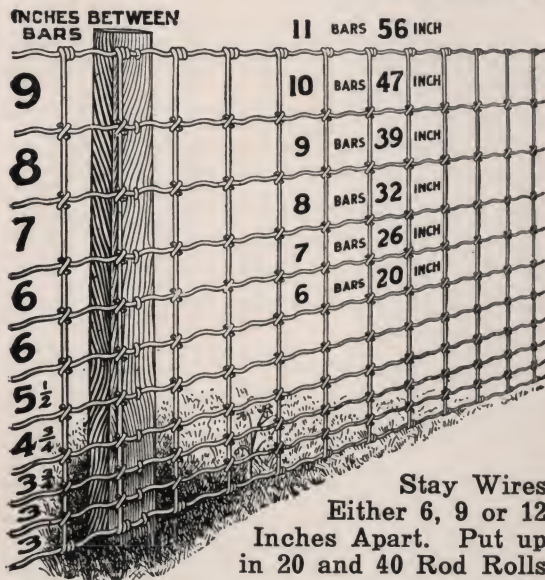
In fact many customers claim that this fence is even heavier than is necessary for use in fields, pastures and large stock lots. They use and recommend No. Twelve Square Deal Fence on account of its lasting qualities, first cost considered. This is a matter of individual preference, however.

The stay style to use in any weight of Square Deal Fence is mainly a matter of choice. The preference, however, seems to be toward a 6 or 9 inch spacing between stay wires, even though first cost is somewhat higher than with the 12 inch spacing.

ACTUAL SIZE OF WIRE USED IN No. 11 SQUARE DEAL FENCE		Top Wire No. 9
		Bottom wire, No. 9
		Strand wire, No. 11
		Stay wire, No. 11

# No. Twelve Square Deal Hog and Field Fence

(Intermediate Strands and Stays Made of No. 12 Wire)



STYLE NUMBERS—No. TWELVE FENCE

620-12-12	832-12-12	1047-12-12
620- 9-12	832- 9-12	1047- 9-12
620- 6-12	832- 6-12	1047- 6-12
726-12-12	939-12-12	1156-12-12
726- 9-12	939- 9-12	1156- 9-12
726- 6-12	939- 6-12	1156- 6-12

Note—"620-12-12" above means: 6 strand wires, 20 inches high, 12 inches between stays, No. 12 stay and strand wires.

If your dealer does not have Square Deal Fence in stock, write us and we will tell you where you can get it and what it will cost, delivered.

A very rapidly increasing demand indicates that this is a favorite style of fence and will continue to be our biggest seller. The top and bottom strands are made of No. 9 wire and the intermediate strands, as well as stay wires, are each made of No. 12 wire.

Although lighter than the regular specifications, No. Twelve Square Deal Fence is also considerably lower in price. For fields, pastures and roadways it is sufficiently heavy to prove as durable and effective as the heaviest fences, in proportion to cost.

No. Twelve Square Deal Fence has the same economical spacing as our heavier styles of fence. It is easier to handle and stretch than the more bulky styles. The stay and strand wires being fastened together so firmly by the Square Deal Lock, there is a much stronger fence construction than in the mere strength of the wires themselves; each materially increasing the durability and strength of the other.

Note that the stay wires are the same size as the strand wires. Being one stiff continuous wire from top to bottom of the fence, they distribute all strains equally upon all the strand wires. They also tend to prevent the buckling or sagging so common to the cut-stay or hinge joint fences—especially in the lighter weight styles.

ACTUAL SIZE OF WIRE USED IN No. 12 SQUARE DEAL FENCE

- Top wire, No. 9
- Bottom wire, No. 9
- Strand wire, No. 12
- Stay wire, No. 12



## No. 12½ Fence

No. 12½ Square Deal Fence is an excellent light weight fence—easy to erect, durable and low in cost. Just the thing to use where fence is subjected to no heavy strains, with barbed wire at the top.

For temporary fencing No. 12½ Square Deal is especially adapted, since it is so easily erected and just as easily taken down.

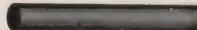
This fence is made from the very best quality of wire and will give long, satisfactory service in proportion to cost

Packed in 20 and 40 rod rolls.

STYLE NUMBERS—No. 12½ FENCE.

620-12-12½	832-12-12½	1047-12-12½
620- 9-12½	832- 9-12½	1047- 9-12½
620- 6-12½	832- 6-12½	1047- 6-12½
726-12-12½	939-12-12½	1156-12-12½
726- 9-12½	939- 9-12½	1156- 9-12½
726- 6-12½	939- 6-12½	1156- 6-12½

Note—"620-12-12½" above, means: 6 strand wires, 20 inches high, 12 inches between stays, stays and strands No. 12½ wire.

ACTUAL SIZE OF WIRE USED IN NO. 12½ SQUARE DEAL FENCE		Top wire, No. 10
		Bot'm wire, No. 10
		Str'd wire, No. 12½
		Stay wire, No. 12½

## Square Deal Corn Crib Fence

Made entirely of galvanized steel wire, this kind of a crib is easily put up, may be moved from place to place each season, and is far more economical than wood.

It admits of thorough ventilation, will not hold moisture and is practically indestructible. Vermin cannot find the usual shelter if Square Deal Cribbing is used.

Being much cheaper than wood it is also frequently used as siding for the regular square roofed, shingled cribs. Square Deal Cribbing also makes an excellent yard fence, neat in appearance because of its uniform spacing.

Square Deal Crib Fence comes in two heights—36 inches, and 48 inches. It is made of No. 12 wire, heavily galvanized, with meshes 2 inches wide and 4 inches high.

Using 48 inch fence, double height, the round crib holds approximately 425 bushels of corn; the 36 inch fence makes a crib that holds approximately 315 bushels. Each roll makes two cribs; 10 rods in each roll

### Complete Cribs

We now pack Square Deal Cribbing in rolls, each roll containing a complete crib, all ready to set up. Following are the dimensions of these rolls.

Height of Section	Style Number	Diameter of Crib	Capacity of One Sec. Crib
48 inches	148	12 ft.	210 Bushels
36 inches	136	12 ft.	160 Bushels

## Sheep Fence

This special sheep fence is made from two different weights of wire. One style has a No. 12 filler with No. 9 top and bottom; the other has a No. 12½ filler with No. 10 top and bottom. See pages 14 and 15 for wire-cuts.

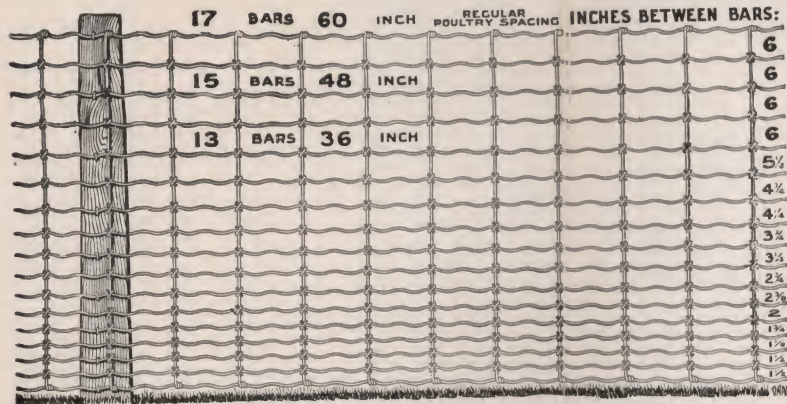
The spacing between strand wires on this sheep fence, commencing at the bottom, is 6 in.; 6 in., 7 in., 8 in., and 9 inches respectively. Made only 36 inches high.

STYLE NUMBERS—SHEEP FENCE

636-12-12	636-12-12½
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# Square Deal Poultry Fence

(Ordinary Spacing) 1½ Inches at Bottom

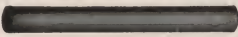
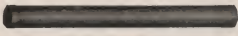
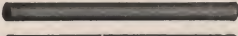
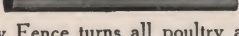


This style of "Square Deal" Poultry Fence has four 1½ inch spaces between line wires at bottom. This is considered sufficiently close spacing for all ordinary purposes.

Two different weights of wire are used in making this fence—See wire sizes below.

## No. 14 Poultry Fence

Actual Wire Sizes

TOP		No. 11
BOTTOM		No. 12
STAYS		No. 14
STRANDS		No. 14

No. 14 Poultry Fence turns all poultry and small animal pests that destroy poultry, orchards and gardens. Used extensively for enclosing yards as well as poultry lots. Turns stock also when necessary, but we advise the use of No. 12½ Fence for this purpose, as it has exactly the same spacing between wires.



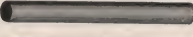
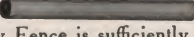
STYLE NUMBERS—No. 14 FENCE

1336-6-14	1548-6-14	1760-6-14
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Note—"1336-6-14" above means: 13 strand wires, 36 inches high, 6 inches between stays, No. 14 stay and strand wires.

## No. 12½ Poultry Fence

Actual Wire Sizes

TOP		No. 10
BOTTOM		No. 11
STAYS		No. 12½
STRANDS		No. 12½

No. 12½ Poultry Fence is sufficiently heavy to turn stock as well as poultry. Makes an ideal combination fence for use between poultry pens and stock lots or pastures. Used extensively for fencing yards, orchards, gardens, etc., against poultry and small animal pests and where stock must also be turned.

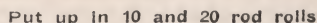
STYLE NUMBERS—No. 12½ FENCE.

1336-6-12½	1548-6-12½	1760-6-12½
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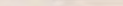
Note—"1336-6-12½" above, means: 13 strand wires, 36 inches high, 6 inches between stays, No. 12½ stay and strand wires.



(Extra Close Spacing)—1 Inch at Bottom



## Actual Wire Sizes



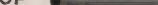

<b>TOP</b>		No. 12½
<b>BOTTOM</b>		No. 12½
<b>STAYS</b>		No. 16
<b>STRANDS</b>		No. 16

STYLE NUMBERS—No. 16 FENCE.

1324-5-16	1948-5-16
1636-5-16	2260-5-16

Note—"1324-5-16" above, means: 13 line wire, 24 inches high; 5 inches between stay wires; No. 16 stay and strand wires.

## Actual Wire Sizes

TOP		No. 11
BOTTOM		No. 12
STAYS		No. 14
STRANDS		No. 14

STYLE NUMBERS—No. 14 FENCE.

1324-6-14	1948-6-14	2572-6-14
1686-6-14	2260-6-14	

Note—"1324-6-14" above, means: 13 strand wires, 24 inches high, 6 inches between stays, No. 14 stay and strand wires.

This is the ideal poultry fence because it will turn the smallest chick, also keep out the small vermin that ravage the chicken pens. The first five line wires at the bottom are 1 inch apart.

"Square Deal" Poultry fence requires no top and bottom boards, and fewer line posts, to keep it erect and trim. Thus it costs, erected, much less than poultry netting. Lasts many times longer than netting because its wires are twice the size of netting wires.

This style of "Square Deal" Poultry Fence, with the one inch spacing at bottom, is made in two different weights, one from No. 14 wire, the other from No. 16 wire, as follows:

## Erecting Square Deal Fence

Square Deal Fence is as perfectly woven as experienced workmen and modern machinery can produce it. However important as is the proper weaving of the fence and the use of properly selected material, it is the man who erects it on whom depends the success or failure of the job. A loosely stretched and poorly erected fence will never give satisfaction.

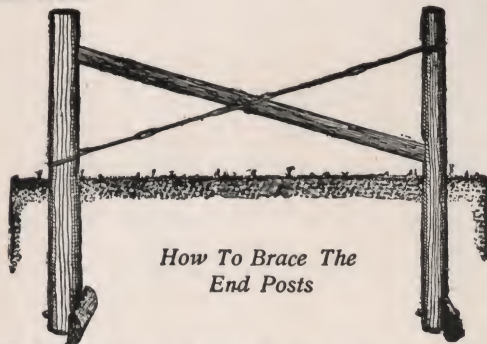
Tension is the basis of service in any wire fence, therefore, it is evident that a good stretcher and properly anchored end posts are the first essential.

### The End Posts

For end or corner posts use the best wood available—8x8 or 10x10, long enough to set 4 or 5 feet into the ground. The second post need not be quite as large, but should be set as deep. Bolt a piece of 2x8, 2 to 3 feet long, on the bottom of the first two posts to prevent the brace from lifting the end post out of the ground, unless the end posts are unusually heavy. The first two posts should be set 12 to 14 feet apart, so as to permit the use of a brace of proper length.

Mortise the second post slightly to receive the brace a few inches above the ground so as to avoid rotting the end of the

brace. The upper end of the brace at the large post should not run to the top of the post, but should be firmly mortised about two thirds of the height from the ground to the top of the post. A piece of 4x6 pine is best adapted for a brace, being less inclined to warp and bend than a hardwood brace.



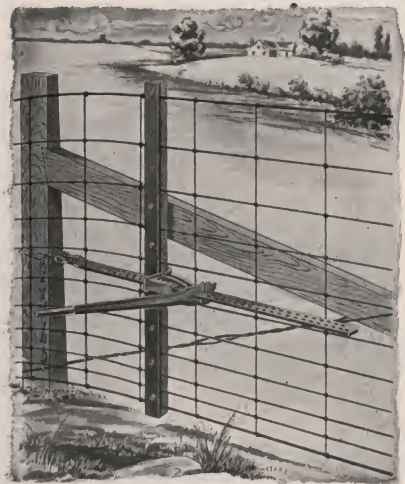
*How To Brace The  
End Posts*

The wire brace is the final link which assures success. It is made by winding No. 11 or 12 wire three or four times around the first two posts, beginning at the top of the second post, down to the bottom of the first post, thence back to the top of the second post, and thus around three or four times, then splice the ends of the wire firmly together. Then twist the wires with a strong stick or tool, both above and below the wooden brace, until there is a strong tension on both the wire and the wooden brace.

### The Intermediate Posts

Line posts need not be so large as the end posts. They should be set from  $2\frac{1}{2}$  to  $3\frac{1}{2}$  feet into the ground. Ordinarily, one rod between posts is about the right distance. Even closer spacing may be advisable around small lots where fence strains are excessive. However, around fields and pastures, or for temporary fence, 20 to 25 feet, and even more, will answer, on account of the stiff, one-piece stay wires used in Square Deal Fence. Where posts are very far apart it is best to staple a light wooden stay to the fence midway between posts.

While the intermediate posts help support the fence, the end posts must be depended upon to withstand all stretching strains. The wooden brace transfers the strain to the bottom of the second post, which is held firmly in place by



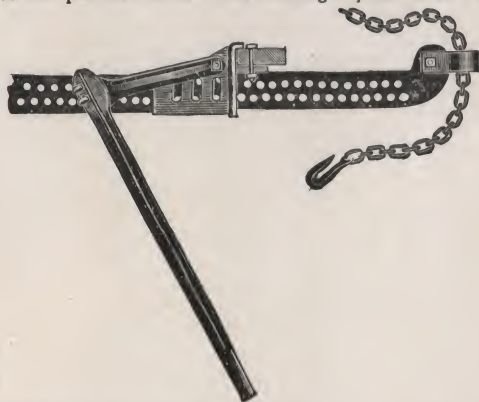
*Showing  
Samson  
Stretcher  
In Use,  
Also  
The  
End-Post  
Bracing*



## The Samson Stretcher

PRICE \$5.00

The Samson Stretcher is the result of years of experimenting and the effort to produce a stretcher that will best serve our patrons' needs when erecting Square Deal Fence.



the wire brace from its top to the foot of the end post.

The little money spent in such an anchorage will be far more productive of results than that spent for excessively heavy fence or excessively close spacing.

With all the posts properly set in line and tamped, the next operation is to unroll the fence on the ground, narrow meshes next to the posts. Then attach the other end of the fence firmly to the end post with two or three staples over each wire, after bringing it clear around the post. Take care to note that the stay wires are straight up and down before fastening permanently.

Now go to the far end of the fence and attach the stretchers, as per the directions herewith for using the Samson Stretcher. After the fence has been stretched and securely stapled to the end posts, nail the fence to the line posts, putting a staple over every other wire. Do not drive the staples down tight on the line posts—leave the wire room to draw through them.

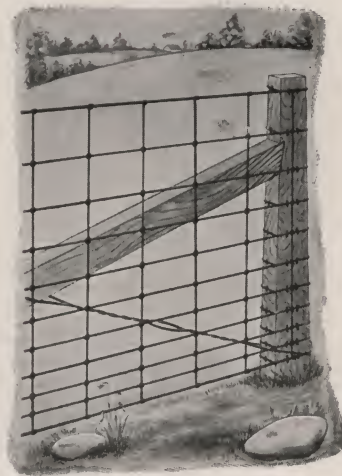
When a fence is intended to turn hogs, it is advisable to anchor it every 8 to 10 feet. This is easily done by driving a good stake into the ground and stapling the bottom wire to it.

**DIRECTIONS**—In using the Samson Fence Stretcher, pass the chain through the clevis on the draw-bar and around the end of the anchor post, placing the hook on the chain over a link. Fasten the clamp-bar as far back on the fence as possible, but within convenient reach of the hook-shaped sleeve on the draw-bar. Be careful to have the iron part of the clamp next to the draw-bar as shown in cut on the preceding page. Pass the draw-bar through the second mesh toward the anchor post.

Now place the lever over the draw-bar and insert pin, move lever forward and insert the second pin, move lever backward and move first pin one hole forward, and repeat this operation until the fence is sufficiently tight. If, after stretching, the top of the fence seems tighter than the bottom, release the stretcher and move same down a little on the draw-bar. If the bottom seems too tight move stretcher up a little on draw-bar. Thus a uniform tension can easily be placed on all the strands.

Now firmly fasten the fence to the post, drawing forward with your pliers what little slack remains. Then staple the fence to the line posts, taking care not to drive the staples tightly against the wires. After working the pins backward a few holes, the stretcher eases up and may now be released. Only a little practice will be necessary to enable one to make a stretch in a few minutes.

*Showing  
End-Post  
Bracing,  
Also The  
Method of  
Fastening  
Wires to  
End-Post*



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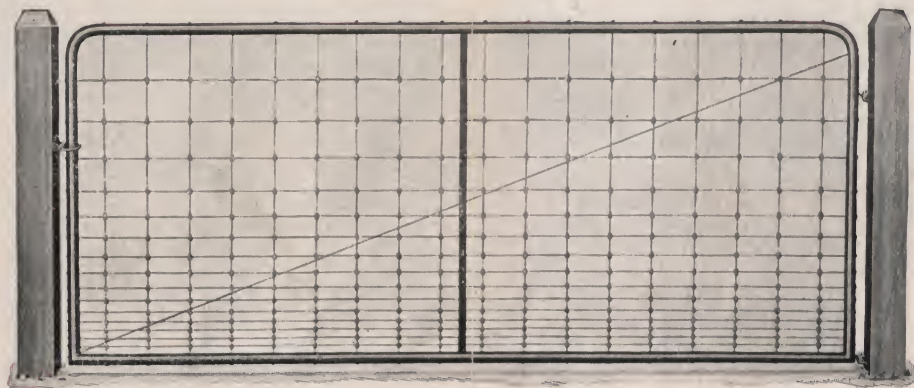
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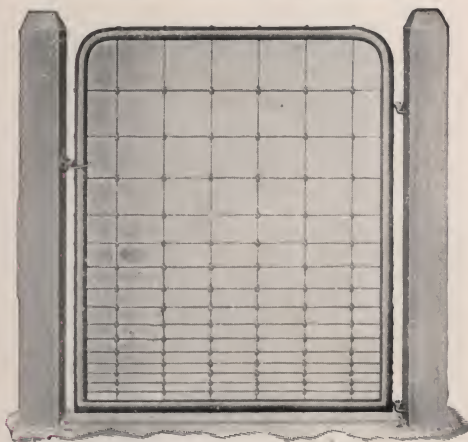
, Illinois



# The Jointless "Square Deal" Farm Gate



## "Square Deal" Poultry Gates Jointless—Heavily Galvanized



## "Square Deal" Steel Gates

All Steel—Seamless, Heavily Galvanized

Here is a steel farm and poultry gate that now meets every modern requirement. The frame is one continuous piece of seamless, high carbon steel gate tubing, without any screws, hinge hooks or bolts to break or work loose.

Strong as the strongest gate made, and so simple that it can't possibly get out of order, it will give the longest possible service. Each gate completely galvanized. Prices on this gate are low because made in such immense quantities.

"Square Deal" Farm Gates are made from  $1\frac{1}{4}$  inch to  $1\frac{5}{8}$  inch steel tubing, depending on the size of the gate, and are well braced in the center. Poultry gates are manufactured from  $1\frac{1}{8}$  inch steel tubing, supporting the combined weight of two average men without sagging.

Our dealer will gladly demonstrate the serviceability and strength of this new galvanized gate, or we will send our special gate folder on request.

**Keystone Steel & Wire Co., Peoria, Illinois**